



SPREE RECON

May 22 – 24, 2017 | Las Vegas, NV
Las Vegas Convention Center | #ICSCRECon

PROGRAM





THE WORLD'S LARGEST SHOW
FOR THE CART, KIOSK &
TEMPORARY RETAIL INDUSTRY

ALL THE RESOURCES YOU NEED UNDER ONE ROOF

SPREE RECon has become a fixture in the specialty retail industry — offering retailers, wholesalers, leasing professionals, and service providers the unique opportunity to gather under one roof and make deals. SPREE RECon is part of RECon, the world's largest convention for the shopping center industry, which attracts more than 37,000 retail real estate professionals from all over the world. SPREE RECon attendees are eager to do business; discover the hottest new products, services and locations; and benefit from two days of top-notch educational seminars and fantastic networking events.

YOU CAN'T MISS IT! SPREE RECon is the specialty retail industry's premier event, connecting thousands of key industry players. This is where decisions are made, relationships are built, and deals are closed. It's where you need to be to maximize your exposure in the industry.

BUYING DECISIONS ARE MADE HERE

Year after year, attendees come to SPREE RECon to source products and services and find new location opportunities for their specialty retail business. SPREE RECon is the perfect place to connect with entrepreneurs and shopping center professionals at every stage of the buying process. Whether you're connecting with new leads or building your relationship with existing customers, SPREE RECon is a must-attend event.

RECon

SPREE RECon is part of RECon, ICSC's global retail real estate convention for the shopping center industry. While SPREE RECon is free to attend, there is a separate registration fee to attend RECon. For more information and to register for RECon, visit www.icscrecon.org.

ABOUT ICSC

Founded in 1957, ICSC is the premier global trade association of the shopping center industry. ICSC's more than 70,000 members in over 90 countries include shopping center owners, developers, managers, marketing specialists, investors, retailers and brokers, as well as academics and public officials. As the global industry trade association, ICSC links with more than 25 national and regional shopping center councils throughout the world. For more information, visit www.icsc.org.

PREMIER EDUCATIONAL OPPORTUNITIES FOR SPECIALTY LEASING MANAGERS

PROFESSIONAL DEVELOPMENT DAY SUNDAY | MAY 21

Before the SPREE RECon exhibit hall opens, take advantage of non-compete time to boost your business skills and industry knowledge at Professional Development Day, a day dedicated to education and training. Get prepared to discuss our industry's latest trends on the deal making floor by sitting in on fast-paced discussions and workshops that distill timely topics: geo-tracking, co-tenancy provisions, property repositioning, and much more. Turn to page 5 for a full descriptive list of all Professional Development Day programs.

EARN YOUR SPECIALTY LEASING DESIGNATION

Specialty Leasing Designation (SLD) provides recognition for specialty leasing managers by offering training, practical new ideas, best practices, and problem-solving skills to grow sales and increase the bottom line. Prospective designees must complete a 15-module course of study before testing; 4 of the required courses are offered during Professional Development Day. Complete 27% of your SLD requirements in one day!



For more information on Specialty Leasing Designation or other retail real estate certification programs, contact certification@icsc.org.

EARN CONTINUING EDUCATION CREDITS

New to SPREE RECon! Select Professional Development Day courses will grant Broker Continuing Education (CE) credit for certain states, as well as AICP CM credit.



**ATTEND
PROFESSIONAL
DEVELOPMENT
DAY FOR ONLY
\$250**

Upgrade your SPREE RECon badge to include **all sessions** at Professional Development Day

Visit www.icscrecon.org to upgrade your badge.

SPREE RECON SESSIONS AT-A-GLANCE

Attend SPREE RECon sessions free of charge. This year’s sessions are designed so that you can easily attend courses as your schedule permits—stay for a single session or attend each one. SPREE RECon sessions are held in the enclosed classroom on the SPREE RECon trade show floor.



MONDAY, MAY 22

- 10:00 – 10:30 am** **Specialty Retail Industry Trends**
- 10:45 – 11:15 am** **Collaboration: How Shopping Center Developers and Retailers Can Partner Together to Drive Traffic and Create a Better Consumer Experience**
- 11:30 am – 12:15 pm** **Award-Winning Visual Merchandising Strategies to Make Your Pop-Up Store Look Permanent**
- 12:30 – 1:00 pm** **Finding Your ‘Why’ & Overcoming the Obstacles to Achieving Business Success**
- 1:15 – 2:00 pm** **Leveraging the Power of Social Media to Boost Sales**
- 2:15 – 3:00 pm** **Sizzling Food-and-Beverage Trends Impacting the Specialty Retail Industry**



TUESDAY, MAY 23

- 10:00 – 10:30 am** **10 Insider Secrets for Specialty Retail Success**
- 10:45 – 11:30 am** **Utilizing Social Media to Grow Your Specialty Leasing Program**
- 11:45 – 12:30 pm** **Visual Merchandising on a Budget**
- 12:30 – 1:00 pm** **Industry Innovation: An Exciting New Specialty Retail Concept**
- 1:00 – 1:30 pm** **Retail Growth Strategies**
- 1:30 – 2:00 pm** **Avoid the Industry’s Top Legal Pitfalls**
- 2:15 – 2:45 pm** **Thinking Outside the Mall: Specialty Retail Opportunities in Non-Traditional Venues**
- 2:45 – 3:15 pm** **Repositioning Your Specialty Leasing Program**
- 4:00 – 5:00 pm** **SPREE RECon Meetup**



SHOW AGENDA

SATURDAY, MAY 20

12:00 – 6:00 pm

Registration Open

Las Vegas Convention Center, N3 Hall

SUNDAY, MAY 21

PROFESSIONAL DEVELOPMENT DAY

All Professional Development Day education sessions are held at the Westgate Hotel, adjacent to the Las Vegas Convention Center. To learn more about the education sessions, visit www.icscrecon.org.

8:00 am – 5:00 pm

Registration Open

Las Vegas Convention Center, N3 Hall; Westgate Hotel

9:00 – 10:30 am

Setting Rental Rates in Specialty Leasing



Learn how setting the right rental rate can help value leasable space while getting a better understanding of how a retailer's margins impact their ability to pay rent.

This session is open to all attendees and is an approved content course for prospective SLD designees.

INSTRUCTOR

Bill Erickson, CRX, CDP, CLS, CSM

Owner

BE Development, Inc. | Santa Clara, CA

9:00 – 10:30 am

Retail Triple Net Lease (NNN) Real Estate: Step by Step

9:00 – 10:30 am

From Average to Influencer: Social Media for Retail Real Estate Professionals

9:00 – 10:30 am

Retail Real Estate Market and Feasibility Analysis

11:00 am – 12:15 pm

Selling to Prospective Retailers in Specialty Leasing



Learn to identify a property's selling points, deliver an effective sales pitch, handle objections, and write proposals.

This session is open to all attendees and is an approved content course for prospective SLD designees.

INSTRUCTOR

Amy Jo Hall, CRX, CLS, SLD

SVP, Organization and People

LM Commercial Real Estate | Clarendon Hills, IL

11:00 am – 12:15 pm

Geo-Fencing/GPS Signal-Tracking: Putting Shopper Dynamics in the Location Equation

11:00 am – 12:15 pm

Investing in Retail Properties and Structuring Partnerships

11:00 am – 12:15 pm

Leasing Strategies for Difficult Spaces

12:45 – 1:00 pm

2017 VIVA Awards Presentation

1:00 – 2:00 pm

RECon Kickoff and Keynote Presentation

2:00 – 3:30 pm

Visual Merchandising and RMU Design for Specialty Leasing



This session focuses on the importance of strong visuals and the best methods for directing the design of common area units.

This session is open to all attendees and is an approved content course for prospective SLD designees.

INSTRUCTOR

Sharon Loeff

Sales and Visual Merchandising

GST Retail | Haltom City, TX

2:00 – 3:30 pm

Reinvention: Property Redevelopment and Repositioning

2:00 – 3:30 pm

Advanced Leasing Techniques

2:00 – 3:30 pm

Retail as a Catalyst for Economic Development

4:00 – 5:15 pm

Understanding the Legal Documents of Specialty Leasing

Join us to learn about the different types of licenses and leases and how to best determine which legal documents are needed to create a program.

This session is open to all attendees and is an approved content course for prospective SLD designees.

INSTRUCTOR

Marc Feldman, CLS, SLD
President

NOI Partners LLC | Shaker Heights, OH



4:00 – 5:15 pm

Win-Win Co-Tenancy Provisions for Tenants and Landlords

4:00 – 5:15 pm

Restaurant Fundamentals and Leasing Strategies

4:00 – 5:15 pm

Proven Strategies to Thrive in Mixed-Use Developments

7:30 – 9:30 pm

RECon Opening Reception

Encore Hotel - XS Nightclub

Deals and networking don't just happen on the show floor! Be sure to stop by this year's RECon Opening Reception at XS Nightclub. This event is complimentary for SPREE RECon exhibitors and attendees.

XS Nightclub, named the number one nightclub in the United States by *Nightclub & Bar* for an unprecedented five years, is without a doubt, the most successful club in Las Vegas. As you enter through the golden staircase you'll see why *Condé Nast Traveler* calls XS the hottest nightclub in the world.

MONDAY, MAY 22

8:00 am – 5:00 pm

Registration Open

Las Vegas Convention Center, N3 Hall

8:00 am – 5:00 pm

SPREE RECon Exhibit Hall Open

Las Vegas Convention Center, N4 Hall

10:00 – 10:30 am

Specialty Retail Industry Trends

This power session, presented by a specialty retail expert, gives a snapshot of the most important and interesting 2017 specialty retail trends. Discover exciting new retail concepts and learn about the latest consumer trends positively impacting the industry.

PRESENTER

Patricia Norins, SLD

Vice President, Publications & Specialty Retail
ICSC | New York, NY

10:45 – 11:15 am

Collaboration: How Shopping Center Developers and Retailers Can Partner Together to Drive Traffic and Create a Better Consumer Experience

Through this panel discussion you will discover innovative ideas on how retailers and developers can work together to maximize marketing opportunities and increase shopper engagement.

MODERATOR

Arleen Dalton, SLD

Vice President, Business Development
GGP Inc. | Chicago, IL

PANELISTS

Michael Brielmann

Executive Vice President
American Kiosk Management | New York, NY

Stacey Edelstein

Partner
CTM Group, Inc. | Salem, NH

Karen Larson, SLD

Director of Specialty Leasing
Urban Retail Properties, LLC | Chicago, IL

Jim Roberts

Senior Vice President, Marketing and Corporate Communications
Urban Retail Properties | Boca Raton, FL

Mary Warren

Specialty Leasing Director
Cushman & Wakefield | Thalhimer | Richmond, VA

11:30 am – 12:15 pm

Award-Winning Visual Merchandising Strategies to Make Your Pop-Up Store Look Permanent

This fast-paced session will showcase the key visual elements that create an amazing “wow” factor.

PRESENTER

Heather Campbell

Creative Director
Heather Allen Concepts | Las Vegas, NV

12:30 – 1:00 pm

Finding Your ‘Why’ & Overcoming the Obstacles to Achieving Business Success

Uncover what motivates you to top performance and understand how to overcome the barriers to business success.

PRESENTER

James Raffone
CEO/President
Jar of Hope | Manalapan NJ

1:15 – 2:00 pm

Leveraging the Power of Social Media to Boost Sales

This session explores the latest trends in social media. Join as our speaker reveals proven strategies to immediately implement across social media platforms to grow sales and increase brand engagement.

PRESENTER

Heather Robison
CEO/Co-Founder
Socialtect | San Diego, CA

2:15 – 3:00pm

Sizzling Food-and-Beverage Trends Impacting the Specialty Retail Industry

This session provides a countdown of the top food-and-beverage trends in the retail real estate industry. The session also includes a discussion on how some of these trends are being applied to the specialty retail industry and the opportunities that exist for future developments.

PRESENTER

Duffy Weir
Trends Editor
Specialty Retail Report | Baltimore, MD

5:30 – 7:30 pm

SPREE RECon Cocktail Reception & Hall of Fame Awards Presentation

Wynn Hotel, Mouton Ballroom

Celebrate the best in specialty retail as we present the Hall of Fame Awards! This reception has it all: dancing, drinks, door prizes, and Lance Johnson, a seasoned magician with more than 20 years of experience. Prepare to be amazed! This event is complimentary for SPREE RECon exhibitors and attendees.

TUESDAY, MAY 23

8:00 am – 5:00 pm

Registration Open

Las Vegas Convention Center, N3 Hall

8:00 am – 5:00 pm

SPREE RECon Exhibit Hall Open

Las Vegas Convention Center, N4 Hall

10:00 – 10:30 am

10 Insider Secrets for Specialty Retail Success

Discover how four very successful specialty retailers grew to more than 1,000 locations.

PANELISTS

Sal Babbino
Owner
NYS Collection | Metuchen, NJ

Michael Briemann
Executive Vice President
American Kiosk Management | New York, NY

David Ferber
Owner/President
Street Talk | Metuchen, NJ

Frank Pacera
Senior Director of Real Estate
Spirit Halloween | Egg Harbor Township, NJ

10:45 – 11:30 am

Utilizing Social Media to Grow Your Specialty Leasing Program

This session explores techniques for shopping center developers and specialty leasing professionals to grow specialty leasing and ancillary revenue by leveraging social media.

PRESENTER

Julie Gordon
Marketing Director
Cushman & Wakefield | Thalhimer | Richmond, VA

11:45 – 12:30 pm

Visual Merchandising on a Budget

Retailers get ten seconds or less to capture a potential customer’s attention. Learn techniques and tips from a visual merchandising expert to captivate potential shoppers while staying on a budget.

PRESENTER

Tom Davidson
Director, Visual Merchandising East
Westfield | Paramus, NJ

12:30 – 1:00 pm

Industry Innovation: An Exiting New Specialty Retail Concept

With his two passions, retail and technology, Jonathan Jenkins, CEO of WithMe, created a new retail format: a blend of brick-and-mortar and technology that provides an engaging consumer experience. Learn about this innovative new specialty retail format that is creating excitement in the industry and generating specialty leasing income.

PRESENTERS

Jason Chen

VP, Retail & Partnership
WithMe | San Francisco, CA

Jonathan Jenkins

CEO
WithMe | San Francisco, CA

1:00 – 1:30 pm

Retail Growth Strategies

Linda Johansen-James, CEO of American Kiosk Management, has grown her business into a \$100-million-a-year specialty retail business. Join as she shares her invaluable insights and expansion methods.

PRESENTER

Linda Johansen-James, CRX, CLS

Chief Executive Officer
American Kiosk Management | Las Vegas, NV

1:30 – 2:00 pm

Avoid the Industry's Top Legal Pitfalls

Retailers and specialty leasing managers are often surprised by the laws that affect the industry. This attorney-led session explores some of the laws impacting the industry, such as the important changes to overtime laws, what is required for proper employee documentation, the laws around selling licensed products, and eviction laws.

PRESENTER

Robert McPeak

Partner
McDonald Carano Wilson LLP | Las Vegas, NV

2:15 – 2:45 pm

Thinking Outside the Mall: Specialty Retail Opportunities in Non-Traditional Venues

Airports, train stations, turnpikes, and military bases are increasingly adding more specialty leasing opportunities. This session explores

opportunities beyond the street and mall. Listen as speakers uncover methods to determine if a retail concept is viable in non-traditional retail channels, how to get into these programs, the differences between these environments and more traditional venues, and the type of performance that a retailer can expect.

PRESENTER

Dawn Stamper

Regional Vice President of Property Management
Phillips Edison | Cincinnati, OH

2:45 – 3:15 pm

Repositioning In Specialty Leasing

Major shopping center renovations or a sudden influx of permanent tenants are just two of the many situations that can dramatically affect the specialty leasing environment. Join as an expert reveals repositioning techniques specifically designed for specialty leasing programs

PRESENTER

Christie Sparks

Regional Specialty Leasing Manager
JLL | Charlotte, NC

4:00 – 5:00 pm

SPREE RECon Meetup

Join specialty retail colleagues for a new networking event right on the SPREE RECon show floor! This event gives the opportunity to expand your list of contacts and make deals with new industry professionals. We suggest arriving with at least 25 business cards.

WEDNESDAY, MAY 24

8:00 am – 2:00 pm

Registration Open

8:00 am – 2:00 pm

SPREE RECon Exhibit Hall Open

For information on sessions and events offered at RECon as part of the Full Convention registration, please visit www.icscrecon.org.

REGISTRATION OPTIONS

SPREE RECON

FREE | ID BADGE AND REGISTRATION REQUIRED

Includes SPREE RECon/Marketplace Mall show floor access (Monday - Wednesday), SPREE RECon Reception (Monday).

PROFESSIONAL DEVELOPMENT DAY

ADVANCE/ONSITE | \$250

Upgrade your SPREE RECon badge to include all of the educational sessions at Professional Development Day (Sunday).

RECON FULL CONVENTION

	ADVANCE	ON-SITE
MEMBER*:	\$610	\$760
NON-MEMBER:	\$1,190	\$1,490
STUDENT MEMBER**:	\$50	N/A

APRIL 28, 2017 | LAST DAY TO QUALIFY FOR ADVANCE RATE

Access to the Full Program includes Professional Development Day (Sunday) ■ All Conference Sessions, Professional Development Workshops, and Keynote Presentations ■ Two Lunches ■ All receptions and Awards Ceremonies ■ Access to the Leasing Mall, Marketplace Mall, and SPREE RECon.

* To qualify for the member rates, each registrant must be a member or an affiliate member of ICSC. To become an ICSC member, call ICSC information services at +1 646 728 3800.

** ICSC student members must register in advance to obtain the student rate. No student rates will be offered on-site.

For information on everything RECon has to offer, visit www.icscrecon.org.

GET MORE FOR LESS IN AN OFFICIAL HOTEL

We've worked with onPeak, RECon's official hotel vendor, to negotiate a special reduced rate at a variety of conveniently located hotels. onPeak has no booking, change, or cancellation fees, so there's no risk in securing the discounted rate before it sells out. Book your accommodations at www.onpeak.com/recon or call +1 855 992 3353.

EXHIBITING & SPONSORSHIP

Interested in exhibiting at SPREE RECon or becoming a show sponsor? Opportunities are still available. Contact **Terri Kelly** at **+1 781 709 2412** for more information. Additional information is available on the sponsorship page of www.SPREEshow.com.

FREQUENTLY ASKED QUESTIONS

Q. Who should attend SPREE RECon?

A. Cart and kiosk retailers, specialty leasing managers, mall managers, pop-up store retailers, gift store owners, entrepreneurs seeking new opportunities, and anyone interested in learning more about the \$8 billion specialty retail industry.

Q. How much does it cost to attend SPREE RECon?

A. SPREE RECon is free, but registration is required. There is no charge for entrance to the exhibit hall; educational sessions on the show floor; the RECon Opening Reception on Sunday, May 21, 2017; or the SPREE RECon Cocktail Reception on Monday, May 22, 2017.

Q. Can I register online for the show?

A. Yes, go to www.SPREEshow.com.

Q. Do I need to register in advance for the SPREE RECon educational sessions?

A. No, you may attend all SPREE RECon educational sessions with your show registration; no additional registration is necessary. Professional Development Day on Sunday, May 21, 2017 is a separate paid event. Pre-registration is recommended. If you would like to attend, you will need to add this to your registration.

Q. Will I receive my badge in advance?

A. All badges are available for pick-up at the show.

Q. What are the show hours?

A. 8:00 am – 5:00 pm on Monday, May 22
8:00 am – 5:00 pm on Tuesday, May 23
8:00 am – 2:00 pm on Wednesday, May 24

Q. Is there a charge to attend the SPREE RECon Cocktail Reception?

A. No, there is no charge to attend the SPREE RECon Cocktail Reception.

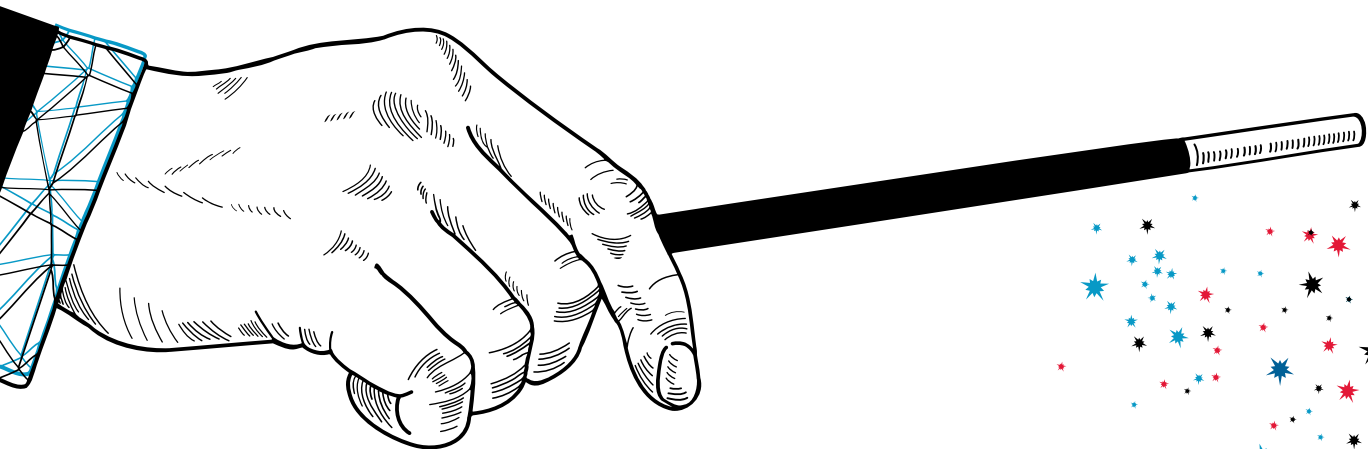
Q. Where is the exhibit hall located?

A. The exhibit hall is located in N4 in the North Hall of the Las Vegas Convention Center.

Q. Where is registration located?

A. Registration is located in front of the North Hall of the Las Vegas Convention Center.





SPREE RECON

COCKTAIL RECEPTION

— WHERE THE MAGIC HAPPENS —

MONDAY, MAY 22 | 5:30 – 7:30 PM

WYNN HOTEL | MOUTON BALLROOM

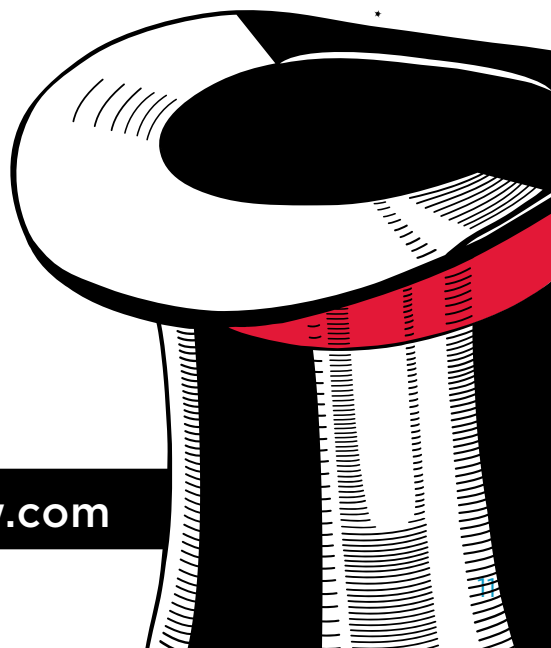
Drinks * Door Prizes * Music * Magic

**2017 Hall of Fame
Award Winners Honored**

**Transportation Provided
Las Vegas Convention Center to Wynn**

FREE with your show badge

REGISTER NOW AT www.SPREEshow.com



THANK YOU TO OUR PLATINUM SPONSOR



SPREE RECON 2017 PLANNING COMMITTEE

Sal Babbino, NYS Collection

Michael Brielmann, American Kiosk Management

Heidi Cardall, SLD, CBL & Associates Management, Inc.

Amanda Cole, SLD, Miracle Mile Shops

Arleen Dalton, SLD, GGP Inc.

Beth DeSista, PREIT

David Ferber, Street Talk

Janice Fisher, Focus Brands

Tracey Hatley, JLL

Susan Holland

Linda Johansen-James, CLS, CRX, American Kiosk Management

Cathy Johnson, CSM, Phillips Edison & Company

Karen Larson, SLD, Urban Retail Properties, LLC

Lori Lesko, Calendar Holdings, LLC

Lori McGhee, Taubman

Scott Mullens, Equip, Inc.

Frank Pacera, Spirit Halloween

Kurt Palmer, CLS, Washington Prime Group

Brian Reiss, SLD, DDR Corp.

Myisha Richmond, American Kiosk Management

Mary Warren, Cushman & Wakefield | Thalhimer

Rebecca Wiltshire, Shoe MGK

“I arrived on the SPREE RECon show floor fifteen minutes before my first scheduled appointment. I stopped at an exhibit and cut my first deal in that first fifteen minutes. We wouldn't think of missing SPREE RECon.”

Bill Card, *Wishing Wells by Card*

Register now at www.SPREEshow.com